

## PHOTOFAIRS | Shanghai announces inaugural *Staged* program

- Ambitious presentations of large-scale works by leading artists in new fair initiative
- Public program combines cutting-edge photography with other contemporary art forms
- Work never seen before in China and now available to Asia Pacific collectors and buyers
- Collectors' Night Dinners launches in Hong Kong and expands across China, Japan and Taiwan
- [www.photofairs.org](http://www.photofairs.org) #PHOTOFAIRS @Photo\_Fairs
- Images available for publication from [media@worldphoto.org](mailto:media@worldphoto.org)

**London, June 28, 2017:** PHOTOFAIRS | Shanghai, Asia Pacific's most authoritative platform on contemporary photography, today confirms the leading artists and institutions from around the world who will participate in its inaugural *Staged* program. PHOTOFAIRS | Shanghai is supported by Presenting Partner, Porsche.

Focusing on the relationship between photography and other art forms, *Staged* is a curated initiative that spotlights artists working with installation art, sculpture, video, performance and painting to reinterpret photography.

Featured artists include **Zhang Huan (Pace Gallery, New York, London, Beijing, Hong Kong, Seoul, Palo Alto & Paris), Birdhead (ShanghART Gallery, Shanghai, Beijing & Singapore)** and **He Chengyao (Himalayas Museum, Shanghai)** alongside prominent institutions such as **Centre for Contemporary Photography, Melbourne** and **Maison Européenne de la Photographie, Paris**. All use photography to transform the ordinary into the extraordinary.

Transcending the traditional art fair stand, the *Staged* interventions will appear throughout PHOTOFAIRS | Shanghai offering visitors key sites of discovery throughout the fair. It will be the first time many of the pieces have been shown in China, giving collectors and buyers from across Asia Pacific a unique opportunity to discover new work.

The fourth edition of PHOTOFAIRS | Shanghai, mainland China's most international art fair, will open to collectors on 7 September, and runs until 10 September at the Shanghai Exhibition Center. [www.photofairs.org](http://www.photofairs.org)

### **Staged program pushes the boundaries of photography**

#### **2015 Family Tree**

Making its Chinese debut is '2015 Family Tree' by one of China's most influential and provocative contemporary artists, **Zhang Huan**. Presented by **Pace Gallery**, 'Family Tree' is a performance piece documented in 9 still photographs in which Huan uses the face as a surface on which words, names and stories connected to his cultural heritage are, literally, written.

#### **Peter Aerschmann, 5th Street / Anne Deleporte, Princesse Y**

The **Maison Européenne de la Photographie (Paris)** has a vast photography collection comprising more than 20,000 works. In recognition of the increasing number of photographers exploring 'moving image', the MEP's video collection has also expanded over the last 10 years. Two artists from this collection - **Anne Deleporte (France)** and **Peter Aerschmann (Switzerland)** - are presented at the fair.

#### **Welcome to Birdhead**

Contemporary artistic duo **Birdhead (ShanghART Gallery)** capture their experience of daily Shanghai life with their 13m x 3m photographic installation 'Welcome to Birdhead'. The large-scale work captures the ever-changing metropolis of Shanghai and can be seen as a meditation of the contemporary city experience.

#### **Sunbaker**

Emerging Australian artist **Sara Oscar** will create a site-specific wallpaper installation for the fair, and will be presented by the **Australian Centre of Photography (Sydney)**. Responding to the iconic 'Sunbaker' image by revered Australian photographer Max Dupain, Oscar's large-scale wallpaper pushes the boundaries of the photographic medium and incorporates historical archive images along with digital collage and painting.

## **The Gap Between Performance and Photography**

The relationship between the documentary function of photography and the site-specific character of performance is explored by the **Shanghai Himalayas Museum** through the study of Chinese performance artist **He Chengyao's** works.

## **The Real and Other Places**

Video work by artists **Daniel Crooks, Joe Hamilton, Katrin Koenning, Sonia Leber** and **David Chesworth** will be presented by the **Centre for Contemporary Photography (Melbourne)**. Each artist explores photography's complex relationship to the real.

## **Photogarmet**

New York-based artist **Oliver Herring** presents 'Photogarmet', a collection of textiles designed by the artist, each printed with dynamic images of local volunteers performing at **OCAI Xi'an**. Garments are worn by a person posing as a mannequin, thereby reanimating the image. Courtesy of artist Oliver Herring, OCAI Xi'an, and BANK, Shanghai.

## **ME**

As an artist with a PhD in Chemistry, **Zhang Jin** bridges art and science with his artworks. In 'ME', presented by **LUXELAKES: A4 Art Museum, Chengdu**, Jin's work focuses on Melamine (also known as ME), the additive used to adulterate milk in the widely-remembered 2008 toxic milk scandal in China.

## **Agnosis: The Lost Memories...**

**Fito Segre**, artist and Head of Research and Creation at **Chronus Art Center (CAC)**, presents a series of photography works that are generated by using a brain-computer interface and a portable camera. The artist is able to constantly scan his brain activity, and record the moments his attention drops. These "lost memories", which the artist naturally will not remember, are then rendered by the system as abstract sculptures in a 3D virtual world and an autonomously generated log book. Works courtesy of Chronus Art Center (Shanghai).

## **PHOTOFAIRS | Shanghai Collectors' Night Dinners expand across mainland China and beyond to Taiwan and Japan**

Following its successful launch last year, PHOTOFAIRS | Shanghai has expanded its Collectors' Night Dinners for its 2017 fair. Designed to engage with collectors and galleries across Asia Pacific ahead of PHOTOFAIRS | Shanghai opening, the Collectors' Night Dinners will begin in Hong Kong and will run throughout June and July.

Working with local institutions, the PHOTOFAIRS team will host dinners at:

- 27 June: Sook, hosted by collector Mina Park, Hong Kong,
- 28 June: e Museum of Contemporary Art, Shenzhen
- 29 June: SURPLUS SPACE, Wuhan (new city destination for 2017)
- 30 June: Luxelakes A4 Art Museum, Chengdu
- 3 July: KWM artcentre, Beijing
- 4 July: SupperClub by GastroJoy, Taipei, (new city destination for 2017)
- 5 July: Park Hotel, Tokyo (new city destination for 2017)

## **PHOTOFAIRS | Shanghai 2017 galleries and full program**

For more details about the artists and galleries participating in the 2017 edition of PHOTOFAIRS | Shanghai please go to [www.photofairs.org](http://www.photofairs.org). More details about the fair will be released in the summer.

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### **PHOTOFAIRS | Shanghai**

September 8-10, 2017  
Shanghai Exhibition Centre  
[www.photofairs.org](http://www.photofairs.org)

### **PHOTOFAIRS | San Francisco**

January 26-28, 2018  
Festival Pavilion, Fort Mason Center  
[www.photofairs.org](http://www.photofairs.org)

**For further information,  
images or interviews**

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